

HEAT-RELATED DEATHS TO YOUNG CHILDREN IN PARKED CARS

**ANARA GUARD
JUNE 21, 2012**



TODAY'S WEBINAR

- **What do we know?**
- **Root causes**
- **Prevention strategies**
- **Messaging**
- **Outreach strategies**

WHAT DO WE KNOW?

2002 – 2012

**At least 334 children in the US
died from heat in vehicles**

**Four so far in 2012, most recently
in Kentucky earlier this week**

HOW DID IT HAPPEN?

❖ 18% children **PLAYING**

❖ 82% of children were **LEFT BY ADULTS**

❖ About half left **UNINTENTIONALLY** or **FORGOT**

❖ Less than 1/4 left **INTENTIONALLY**

❖ The rest **UNCLEAR**

CHILDREN PLAYING

- ❖ **Unlocked family cars**
- ❖ **Two-thirds were age 2 – 3 ½ years**
- ❖ **Long delays before the car was searched**
- ❖ **Distracted or sleeping adults**
- ❖ **Older children help younger ones get in**

CHILDREN WHO WERE LEFT

- **Almost half (116) were one year or younger**
- **95 adults went to work, most forgetting to drop the child at daycare.**

WHO WAS RESPONSIBLE?

Child care providers and drivers

Parents

Other relatives (grandparents, foster parents, aunts, uncles)

Babysitters

VEHICLE FEATURES

- **Tinted windows**
- **Electric door locks and windows**
- **Sliding doors**
- **Remote entry**
- **Broken door handles**



CHILD PASSENGER SAFETY

- **At least 60% of children were left in child safety seats**
- **We need to counsel on APPROPRIATE use of car seats in and out of the vehicle**
- **Do NOT move infants to the front seat**

ROOT CAUSES

Distraction, confusion, sleep deprivation

Change in routine

Lack of supervision

Drivers not checking their vans

Lack of communication with daycare provider

Alcohol or drug use

Using the vehicle as a babysitter

PREVENTION STRATEGIES

- ✓ **Change the norm—what is acceptable behavior??**
- ✓ **Educate providers and public on the risks**

PREVENTION STRATEGIES

- ✓ **Lock car doors when not in use**
- ✓ **Survey the car from a toddler's view**
- ✓ **Search the car (and trunk) first when children are missing**

POLICY STRATEGIES

- ✓ Day care centers and/or their regulating agencies should require notification policies**
- ✓ Laws should be passed to fill gaps at the state level**
- ✓ Child death review teams should review all unattended deaths**

CALIFORNIA PROGRESS

In 2001 the Governor signed into law SB 255, known as *Kaitlyn's Law*. The law makes it illegal for a child to be left unattended in a motor vehicle. 70% of the proceeds from fines are used for community education programs on the dangers of this behavior.

MESSAGING AND OUTREACH

- ✓ **Do NOT say “never forget your child”**
- ✓ **Do NOT imply that moving children to the back seat is the problem.**
- ✓ **DO provide alerts during hot spells but DON'T assume this only happens in hot weather**

MESSAGING AND OUTREACH

Follow sound principles of communication. Use simple language, clear messages.

Download the free resource “*Guidelines for Developing Educational Materials to Address Children Unattended in Vehicles*”
www.edc.org/sites/edc.org/files/pdfs/children_unattended.pdf

NATIONAL PROGRESS: NHTSA

Where's Baby? Look Before You Lock

**How did 33
babies die
last year?**



CALIFORNIA RESOURCES

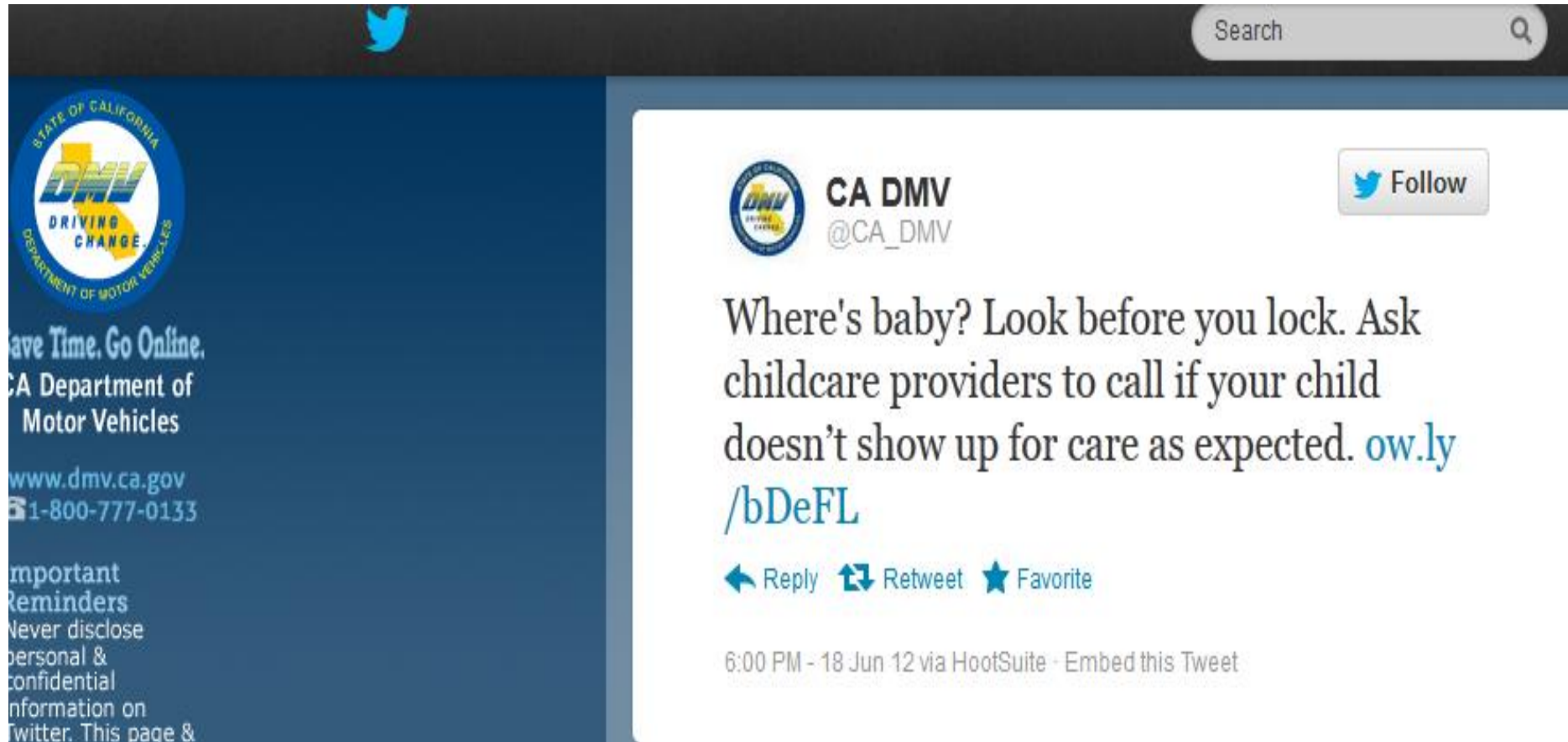
Safe Kids California and local chapters
(find them on the Safe Kids site
www.safekids.org)

4 R Kids Sake <http://www.4rkidssake.org/>

Jan Null's Golden Gate Weather Service
<http://ggweather.com/heat/index.htm>

YOU!! Child passenger safety technicians
and advocates

LOTS OF PARTNERS...



The image is a screenshot of a Twitter profile for the California Department of Motor Vehicles (CA DMV). The profile header shows the CA DMV logo, the name "CA DMV", and the handle "@CA_DMV". A "Follow" button is visible. The tweet text reads: "Where's baby? Look before you lock. Ask childcare providers to call if your child doesn't show up for care as expected. ow.ly/bDeFL". Below the tweet are icons for "Reply", "Retweet", and "Favorite". The tweet timestamp is "6:00 PM - 18 Jun 12 via HootSuite - Embed this Tweet". On the left side of the profile, there is a sidebar with the CA DMV logo and the text "Save Time. Go Online. CA Department of Motor Vehicles", "www.dmv.ca.gov", "1-800-777-0133", and "Important Reminders: Never disclose personal & confidential information on Twitter. This page &".

STATE OF CALIFORNIA
DMV
DRIVING CHANGE
DEPARTMENT OF MOTOR VEHICLES

Save Time. Go Online.
CA Department of
Motor Vehicles

www.dmv.ca.gov
1-800-777-0133

Important
Reminders
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personal &
confidential
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Follow

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childcare providers to call if your child
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Reply Retweet Favorite

6:00 PM - 18 Jun 12 via HootSuite - Embed this Tweet

YESTERDAY'S ENTRAPMENT HAZARD...



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